

Texas Historical Commission Job Vacancy Notice

Position Title: Social Media Coordinator
Classification Title: Information Specialist III
Job Posting Number: 18-9
Salary: \$3,956.33-\$4,500.00
Salary Group/Class#: B19/1832
FLSA: Exempt
Opening Date: 08/02/2017
Closing Date: Until filled
Duration: Regular/Full-time
Hours/Week: 40
Work Location Address: Carrington-Covert House, 1511 Colorado Street, Austin, Texas 78701

JOB OBJECTIVE: Works closely with the head of the Public Information and Education Division (PIE) of the Texas Historical Commission (THC) to oversee the agency's social media efforts. Work includes developing strategies and implementing communications to promote the agency's programs and projects through social media networks. Works under limited supervision, with moderate latitude for the use of initiative and independent judgment.

ESSENTIAL DUTIES:

1. Oversee and manage the social media presence and related digital assets of the THC, including email newsletters.
2. Engage in social media actively and consistently, including posting and monitoring, and constantly explore emerging social media trends.
3. Work with agency divisions to identify ways to effectively and appropriately promote programs and projects through the agency's social media channels.
4. Develop content, including photos and videos, for THC social media channels, and assist state historic sites with their social media efforts and strategies.
5. Effectively repurpose agency-produced content across different social media channels such as Facebook, YouTube, Instagram, Twitter, and the agency blog, and work with other communications staff to ensure content is repurposed across other outlets such as the website, newsletter, or press releases.
6. Develop and implement social media campaigns, and work with other staff when they are part of integrated outreach campaigns.
7. Maintain and enforce organization-wide standards, policies, and rules of engagement for social media.
8. Define key performance indicators and implement measurement, analytics, and reporting methods to gauge success.
9. Adhere to established work schedule with regular attendance.
10. Follow all THC safety guidelines/procedures and ethics requirements.

NON-ESSENTIAL DUTIES:

11. Perform other duties as assigned.

QUALIFICATIONS/REQUIREMENTS (The application must specifically state how each of the following qualifications are met):

- Graduation from an accredited college or university with a degree in Journalism, Communications, or Radio-Television-Film or a related field (two years of relevant work experience related to the essential duties may substitute for one year of college).
- Minimum two years' work experience in developing and overseeing social media strategy for an organization.
- Valid driver's license, acceptable driving record, and ability to drive a state vehicle; and
- Required to travel up to 20% of the work period.

PREFER:

- Graphic design experience.

KNOWLEDGE, SKILLS AND ABILITIES:

- Strong writing and editing skills and knowledge of Associated Press (AP) style;
- Effective verbal communication skills;
- Effective critical thinking skills;
- Skill in providing customer service excellence to both internal and external customers;
- Skill in operating a personal computer with word processing, database, and spreadsheet software;
- Ability to analyze problems, evaluate alternatives, and recommend effective solutions;
- Ability to process information in a logical manner and to assess validity;
- Ability to work in a setting requiring self-motivation/cooperative decision-making and to work effectively with diverse groups of people;
- Ability to work effectively under pressure and meet strict deadlines while maintaining extreme attention to detail;
- Ability to multi-task in a fast-paced environment;
- Ability to adapt successfully and quickly to change and deliver quality results in a timely manner;
- Ability to plan, organize, and work independently, as well as within a team environment;
- Ability to exercise sound judgment and discretion; and
- Ability to maintain the highest level of confidentiality.

REGISTRATION, CERTIFICATION, OR LICENSURE:

Must have or obtain a valid Driver's License and Defensive Driving Course to be able to operate state vehicles.

ENVIRONMENT/PHYSICAL CONDITIONS: Normal office work environment and may have exposure to dust and environmental allergens consistent with normal business activities and human contact. Mostly sedentary in nature but may involve walking; standing; pulling and pushing; kneeling, stooping and bending; performing tasks requiring fine motor skills and coordination; and safely lifting and carrying items weighing up to 30 pounds. Must be able work extended periods at a computer, and may require working extended hours and some evenings, weekends, and overnight, as needed. Involves safely operating a state vehicle and driving for long distances and traveling by airplane.

REMARKS (Application procedures, Special requirements): State of Texas application must be submitted through the Work in Texas website at www.workintexas.com. You must have a Work in Texas profile in order to login and complete the application. If you have questions regarding the application process, please contact your local Work in Texas office. Only applicants interviewed will be notified of their selection or non-selection. Resumes will NOT be accepted in place of a completed application.

The Texas Historical Commission is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, national origin, genetic information, age, or disability in recruitment, selection, appointment, training, promotion, retention, or any other personnel action, or deny any benefits or participation in programs or activities which it sponsors.

Section 651.005 of the Government Code requires males, ages 18 through 25, to provide proof of their Selective Service registration or of their exemption from the requirement as a condition of state employment.

As part of the employment process, THC will conduct a driving and criminal background check. Unsatisfactory information relevant to the position may disqualify the applicant from employment.

Disability access for testing and interview accommodations can be provided upon reasonable notice by contacting Human Resources at 512-305-6729.

THC participates in E-Verify and will provide the Social Security Administration and, if necessary, the Department of Homeland Security with information from each new employee's Form I-9 to confirm work authorization.

Additional Military Crosswalk information can be accessed at:

http://www.hr.sao.state.tx.us/Compensation/MilitaryCrosswalk/MOSC_InformationandCommunication.pdf.

Veterans: Go to www.texasskillstowork.com for assistance with translating your military work experience and training courses into civilian job terms, qualifications/requirements, and skill sets.

For New Hires/Rehires: Health insurance is available the 1st of the following month after a 60-day waiting period.

AN EQUAL OPPORTUNITY

AFFIRMATIVE ACTION EMPLOYER